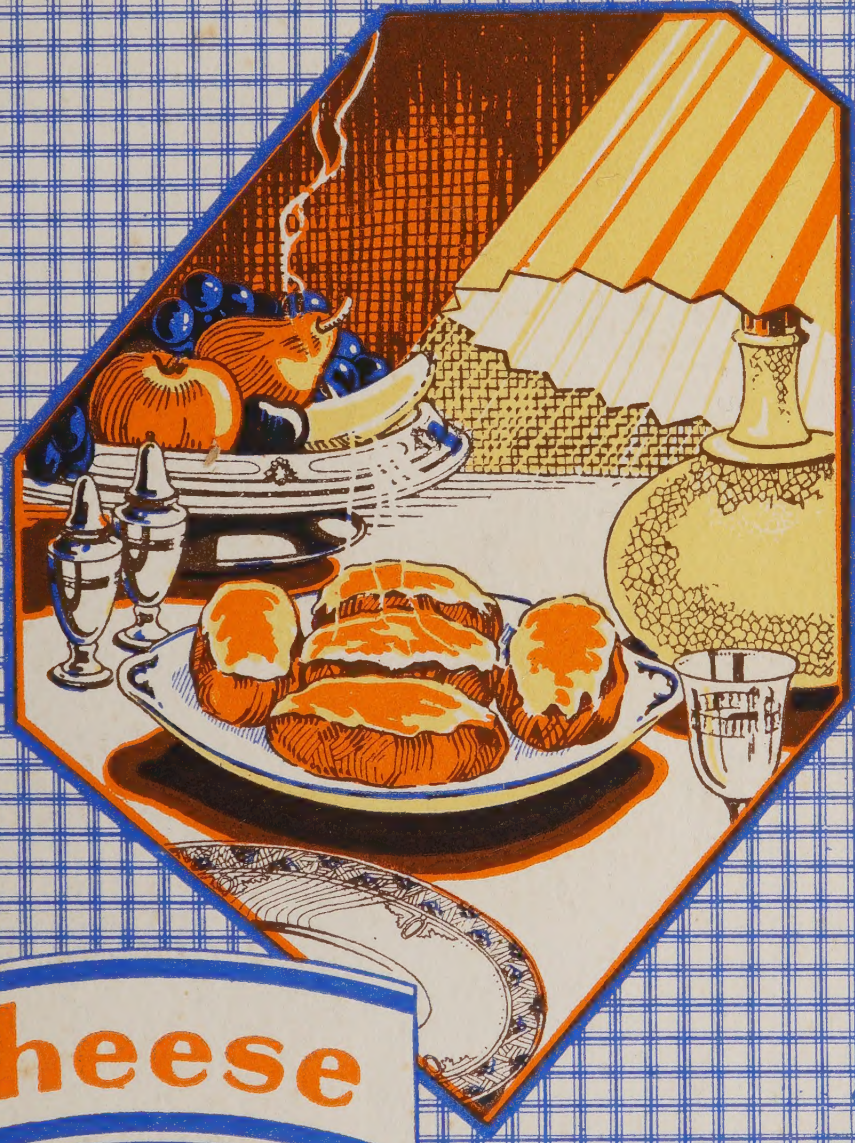




Cheese

-and tempting ways to serve it.

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Cheese

The Ideal Food

Healthful
Nutritious
Economical

Many Delicious Ways
to Serve it

PUBLISHED BY HOME ECONOMICS DEPT.
KRAFT CHEESE CO LIMITED
HAYES MIDDLESEX ENGLAND



Kraft Cheese Co. have the largest laboratory in the world devoted exclusively to Cheese research. Kraft Cheese is not touched by hand and complies with pure food laws throughout the world.

Foreword

TO THE HOUSEWIVES of The British Empire who believe with us that it is better to obtain the essential food elements from the food itself than to look for them in proprietary remedies now being exploited, is this little booklet dedicated.

Cheese probably contains more of these life, growth and strength essentials than any other single food, milk excepted. It is an extremely healthful food and should have a regular place in the diet. Our business is to produce a better cheese, more sanitary, more uniform in quality and these recipes are compiled to provide a greater knowledge of its uses. The Kraft label is your guarantee of supreme unvarying flavour and surpassing goodness—it stands between you and disappointing cheese quality.

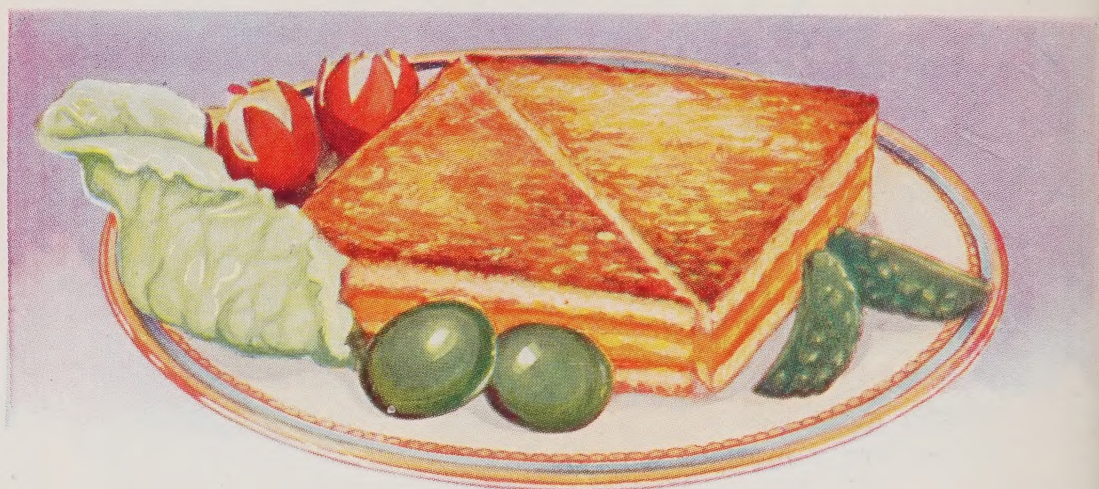
Like every successful product, Kraft Cheese has many imitators. But they can imitate only the size and shape of the package, the quality and flavour is quite beyond them. It is flattering, of course, to have Kraft Cheese imitated, for only the best is ever imitated, but it is sometimes very disappointing to our customers. To look for a tin foil wrapped cheese is not enough, you should see the name "Kraft Cheese" is on foil, packet or carton.

VARIETIES OF KRAFT CHEESE

Kraft Cheese comes packed in five pound tin foil lined boxes, and is sold by the slice, pound or box. It is also packed in pound, half-pound and quarter-pound cartons and in triangular portions (called Kraftet). Also Velveeta which spreads like butter. Velveeta is high in milk minerals, milk sugar and calcium and is especially recommended for children.

KRAFT CHEESE CO., LTD.

HAYES, MIDDLESEX,
ENGLAND.



KRAFT SPECIAL TOASTED CHEESE SANDWICH

Grate Kraft Cheese by rubbing through grater, then cream with a little butter until smooth. Spread on slices of bread, buttered lightly. Put two slices together and toast until delicately brown on both sides. Serve at once.

PLEASE NOTE

Kraft Cheese is exceptionally fine for all cooking purposes. Whenever grated cheese is called for in these or any other recipes best results will always be obtained by melting Kraft Cheese in a white sauce or with a little milk. This is the ideal way to prepare any cheese that is to be used in a cooked dish.

CHEESE is one of the oldest foods known to the civilized man. The Nordic races who inhabited the central part of Europe and who are responsible for the development of our western civilization, consumed large quantities of cheese and milk products. These people developed the present cheese industry.

Many people do not appreciate fully the remarkable food value of good cheese. In Europe, cheese is a staple article of the diet because of its flavour, healthfulness and economy. Cheese, with its concentrated food value, is most economical. Especially is this true of Kraft Cheese because there is absolutely no waste.

Cheese is made up of the solid ingredients found in milk, with most of the water taken out. The milk fat, casein, and a great percentage of the mineral salts and vitamins are combined to make up cheese. Here is a table which shows how rich cheese is in mineral salts.

..represents amount of Lime
—represents amount of Phosphorus

MEAT { .. _____	WHEAT { _____
MILK { _____	BEANS { _____
POTATOES { —	CHEESE { _____

As cheese matures, certain substances are developed such as lactic acid and digestive juices that aid in digestion to a great extent ; they also stimulate the appetite. This is especially true of Kraft Cheese because the value of these important constituents is understood and proper care is taken to insure their development.

VITAMINS—MINERALS—CALORIES

Cheese, the same as milk, is invaluable as a food for nursing mothers and growing children. It gives them the necessary lime and phosphorous for growing bones, plenty of the fat soluble vitamin "A"

and the valuable protein body casein, which is practically impossible to obtain in any other food. This brings up another very interesting point concerning cheese. Cheese is not only an excellent source of mineral salts and vitamins. It is also a staple food that furnishes heat and calories. In other words, you are really buying an economical food with mineral salts and vitamins thrown in. If you buy meat at 1/- per pound and cheese at 1/6 per pound, you are getting more calories per penny from the cheese than from the meat. With the more expensive cuts of meat, this contrast is still more striking; and so it is always well to remember that although Kraft Cheese may be higher priced than some other foods, from the standpoint of furnishing the body with the necessary calories, vitamins and fats, it is very cheap and will go further. Certain kinds of cheese are richer in vitamins than are others. In making Kraft Cheese this point is duly considered and a blend is made so as to retain uniformly the largest amount of vitamins.

EXPERIMENTS ON DIGESTIBILITY OF CHEESE

There is no waste matter in cheese, it is all food; it is also readily digested. Experiments conducted by experts show that cheese, when eaten with other foods is as easily digested as meat. This is especially true of Kraft Cheese, because it is blended and matured until the desired smooth body is obtained.

Kraft cheese is pasteurised and quickly packed which prevents contact with the outside air and avoids contamination with bacteria.

LIME AND PHOSPHORUS SPELL HEALTH FOR THE GROWING CHILD

As can be seen from the foregoing discussion, cheese must necessarily be considered an important food in the diet from any one of the factors mentioned.

TO THE GROWING CHILD who is in great need of calcium, phosphorus and the growth-promoting vitamin "A," cheese is especially valuable. Cheese is exceptionally rich in all of these factors and the intelligent mother should see that her growing boys and girls have at least one ounce of cheese per day. If your child is underweight due to poor

appetite, cheese can be used to great advantage, because if the youngster consumes just one ounce of cheese, it is equivalent in calories to a whole pound of tomatoes, a glass of milk, or a pound of lettuce, etc.

TO THE EXPECTANT MOTHER :—The value of these same three aforementioned factors, viz., lime, phosphorus and vitamin "A" are very important in order to prevent soft bones in the infant. During the period of lactation the richness of the mother's milk in these growth-promoting constituents is dependent to a certain extent upon the food consumed. It has also been shown that cows, during the lactation period, will actually draw lime from their bones if fed on a deficient lime diet.

SOME ADVANTAGEOUS USES FOR KRAFT CHEESE

As a source of casein and fats, as a basic-forming food, and to balance the diet in lime, cheese must necessarily find a place in the diet of adults.

Cheese is also an important food to be used in the sick room. For instance, cheese whets the appetite and stimulates the digestive juices and is therefore of great value to people who have digestive disturbances of certain forms. Due to the high mineral and phosphorus content, Kraft Cheese is good for nervous people. To those afflicted with acid stomach in any form, cheese is important because the basic substances help to neutralize the acids produced.

CHEESE—THE SOLID PORTION OF MILK

It must be remembered that cheese is made up of the solid components found in milk, chiefly the proteins, fats and the mineral salts. Protein is a muscle and tissue builder and also furnishes a large amount of energy. Fat is the best body fuel—an ounce of butter fat will supply about two and a quarter times as much heat and energy as will starch.

CHEESE—AN IDEAL FOOD

It is a muscle and bone builder for men who work at hard physical toil. It is a superior food for children and growing young people because of its large content of the precious growth elements—the vitamins and mineral salts.



Group No. I

MEAT SUBSTITUTE DISHES MADE WITH CHEESE

Cheese, eaten as a protein food, will give you nutriment and a keen new enjoyment in your meals. Investigation shows that cheese contains more nutriment, weight for weight, than any other protein food.

One pound of Cheddar Cheese (which is taken as the basis in making these computations) is equivalent to

2 pounds of beefsteak
7 pounds of chicken

7 pounds of codfish
25 eggs

KRAFT CHEESE SOUFFLE

$\frac{1}{2}$ cup Kraft Cheese—rubbed through grater	$\frac{1}{4}$ cup flour	3 eggs
$\frac{1}{4}$ cup butter	1 cup milk	Salt, pepper, onion juice

Prepare a white sauce with flour, butter and milk, add cheese and cook, stirring until thick. Add yolks of eggs, $3\frac{1}{2}$ teaspoons salt, and 1 teaspoonful onion juice. Mix carefully and fold in stiffly beaten whites of the 3 eggs. Turn into greased baking dish and set in a pan of water in a hot oven. Bake until firm.

WELSH RAREBIT

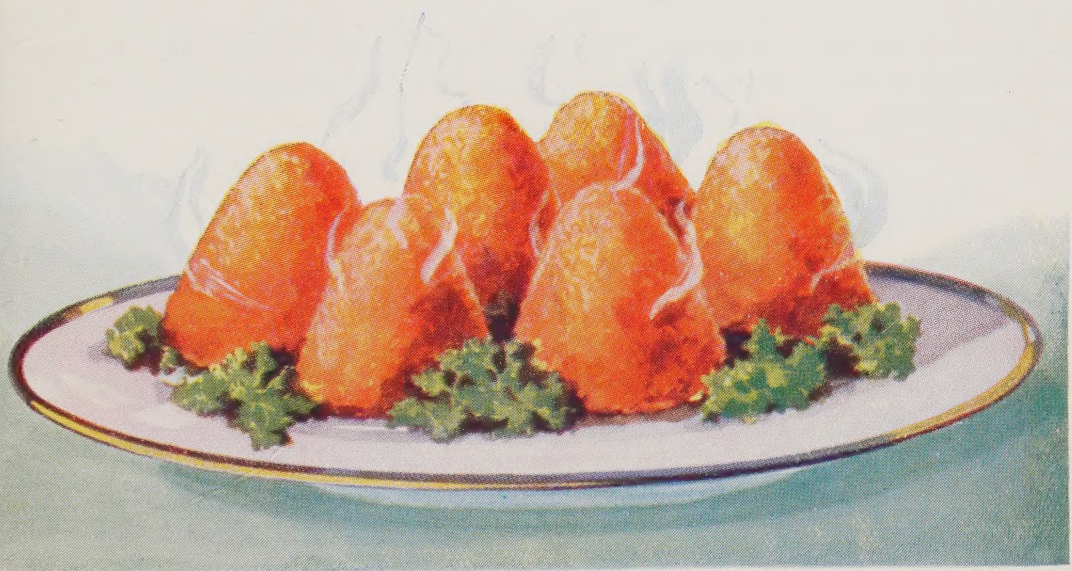
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|------------------------|--|
| 1 tablespoon butter | $\frac{1}{2}$ cup Kraft Cheese—rubbed through grater |
| 1 teaspoon cornflour | $\frac{1}{2}$ teaspoon each salt, mustard |
| $\frac{1}{2}$ cup milk | Cayenne pepper to taste |

Melt butter, add cornflour and milk gradually, cook, stirring until thick and smooth. Add cheese, and stir until it is melted. Season, and serve at once on cream crackers or toasted slices of bread.

KRAFT CHEESE AND RICE CROQUETTES

- | | |
|--|---|
| 1 cup Kraft Cheese—
rubbed through grater | 1 cup milk |
| 2 cups cold boiled rice | $\frac{1}{4}$ cup butter or butter substitute |
| 1 egg | $\frac{1}{3}$ cup flour |
| | Salt and pepper |

Make a thick white sauce of the milk, butter, and flour ; add cheese, and stir until melted. Season to taste. Cool, mix with rice and shape. Roll in fine, dry bread crumbs, and dip in egg which has been beaten slightly, and diluted with 2 tablespoonfuls of cold water. Roll in crumbs again, and fry until brown in deep fat.



CHEESE FONDUE No. 1

1 $\frac{1}{3}$ cups soft stale bread crumbs	4 eggs
$\frac{1}{2}$ lb. Kraft Cheese—	1 cup hot water
rubbed through grater	$\frac{1}{2}$ teaspoon salt

Pour water over bread crumbs, and add salt, cheese, and well beaten yolks of eggs. Mix thoroughly, and fold in stiffly beaten whites of eggs. Pour into a buttered baking dish, and bake in a moderate oven until firm. Serve at once.

CHEESE FONDUE No. 2

1 $\frac{1}{3}$ cups hot milk	$\frac{1}{3}$ lb. Kraft Cheese—
1 $\frac{1}{3}$ cups of soft, stale bread crumbs	rubbed through grater
1 tablespoon butter	$\frac{1}{2}$ teaspoon salt
4 eggs	

Mix hot milk, bread crumbs, salt and cheese ; add the yolks thoroughly beaten ; into this mixture cut and fold the whites of the eggs beaten until stiff. Pour into a buttered baking dish and cook 30 minutes in a moderate oven.

BOILED CHEESE FONDUE

1 $\frac{1}{2}$ cups soft, stale bread crumbs	1 egg
1 $\frac{1}{2}$ cups milk	2 tablespoons butter
$\frac{1}{2}$ lb. Kraft Cheese—	6 to 8 cream crackers
rubbed through grater	

Soak bread crumbs in milk. Melt butter, and add cheese. When cheese is melted add soaked crumbs and egg slightly beaten. Season to taste, and cook a few minutes. Serve on toasted cream crackers.

RICE CHEESE FONDUE

1 cup boiled rice	$\frac{1}{4}$ lb. Kraft Cheese—
2 tablespoons milk	rubbed through grater
4 eggs	$\frac{1}{2}$ teaspoon salt
1 teaspoon Worcester sauce	

Heat the milk and rice together in a double boiler, add remaining ingredients and cook slowly until cheese is melted. Serve on cream crackers or toasted slices of bread.

KRAFT SPINACH TIMBALES

2 cups cooked spinach
2 eggs
2 tablespoons milk
2 tablespoons butter

2 tablespoons Kraft Cheese cut fine
 $\frac{1}{2}$ teaspoon salt
Few grains pepper

Chop spinach very fine. Beat egg yolk, add milk, melted butter, cheese and seasoning. Mix with the spinach and fold in stiffly beaten egg whites. Fill buttered timbale moulds with mixture, place in pan of hot water and bake in a moderate oven until firm. Turn out on a hot plate, garnish with slices of hard boiled egg and pour cheese sauce around the timbales.

MACARONI AND CHEESE

1 cup macaroni broken into
one-inch pieces
1 cup milk
2 tablespoons butter

2 tablespoons flour
 $\frac{1}{2}$ lb. Kraft Cheese—
rubbed through grater
Salt and pepper to taste

Cook macaroni in a large amount of boiling salted water until tender, turn into a colander and rinse with cold water to prevent pieces from sticking together. Make sauce as follows : melt butter, add flour, and seasonings, then milk, and cook thoroughly. Add cheese, and stir until melted. Arrange alternate layers of macaroni and sauce in a buttered baking dish, and cover with soft bread crumbs which have been buttered. Bake in a brisk oven for about ten minutes.

NUT AND CHEESE ROAST

$\frac{1}{4}$ lb. Kraft Cheese—
rubbed through grater
1 cup English walnuts or
peanuts chopped
1 cup bread crumbs

1 cup milk
2 tablespoons chopped onion
1 tablespoon butter
Juice of $\frac{1}{2}$ lemon
Salt and pepper to taste

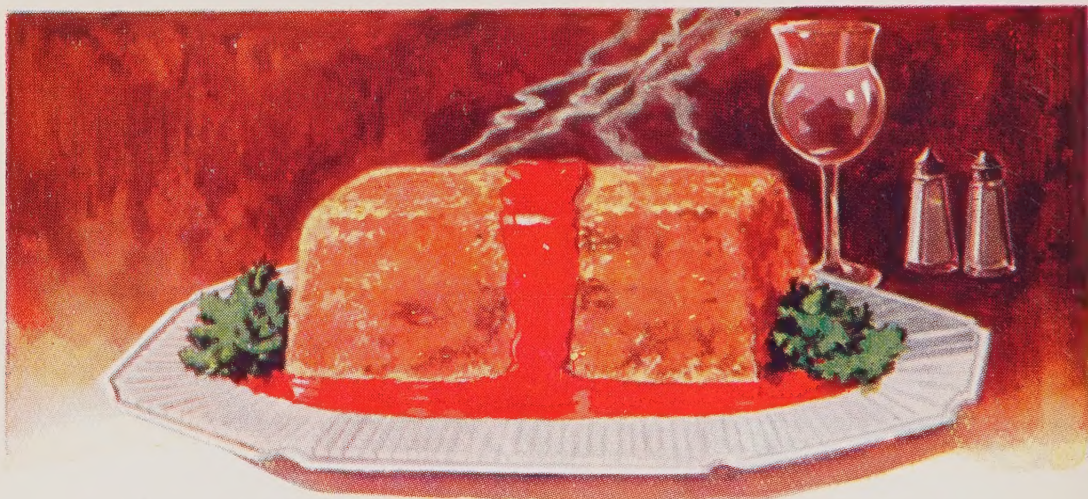
Melt the butter, add the onion, and cook about 2 minutes ; add cheese to remaining ingredients. Combine ingredients and put into a shallow baking dish, and brown in a moderate oven.

KRAFT POACHED EGG CROUSTADES

5 bread croustades
5 eggs
2 cups milk
2 tablespoons butter

4 tablespoons flour
Salt, pepper
2 cups Kraft Cheese—
rubbed through grater

Make the Croustades with day old bread by cutting slices two inches thick, trimming the crusts and scooping out the centres. Fry in deep fat until golden brown. Drain on paper. Poach the eggs in water to which a teaspoonful of salt and juice of half a lemon have been added. When the whites are firm, place 1 egg in the centre of each croustade. Make a sauce with the milk, butter, flour, seasonings, and grated Kraft Cheese. When smooth and creamy, pour over the eggs, garnish with parsley and serve.



KRAFT CHEESE ROAST

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|---|--------------------------|
| 1 lb. tin Kidney beans | 1 cup bread crumbs |
| $\frac{1}{2}$ lb. Kraft Cheese—rubbed
through grater | Salt and pepper to taste |
| 1 onion, finely chopped | 1 tablespoon butter |

Drain liquid from beans ; run beans and cheese through meat chopper. Cook onions in butter and a very small amount of water. Combine ingredients, add seasonings, and mix thoroughly ; then mould into a loaf or roll, moisten with melted butter and water, and roll in bread crumbs. Bake in oven at moderate temperature until nicely browned, basting occasionally with melted butter and water, or good dripping. Serve with tomato sauce.

VELVEETA CREOLE MACARONI

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|------------------------------------|--------------------------------------|
| 1 cup macaroni, broken into pieces | 1 $\frac{1}{2}$ cups tinned tomatoes |
| 2 tablespoons butter | $\frac{1}{2}$ teaspoon salt |
| $\frac{1}{2}$ cup diced celery | $\frac{1}{8}$ teaspoon pepper |
| 1 small onion, thinly sliced | 1 package Velveeta |

Cook macaroni until tender in boiling salted water ; drain. Melt butter in a skillet, add celery, onion and pepper, cover and cook slowly until celery and onion are partially tender. Add tomatoes and cook ten minutes. Add macaroni, mix carefully and cook a few minutes more. Put half the macaroni mixture in a buttered baking dish, cover with half the Velveeta cut in small pieces ; add balance of macaroni and cover with remainder of Velveeta. Bake in a moderate oven until Velveeta is melted, then increase for a moment to brown the top.

FRIED CHEESE BALLS

1 cup Kraft Cheese—
 rubbed through grater
1 $\frac{1}{3}$ tablespoons flour

2 egg whites
Salt and pepper
Cream cracker crumbs

Beat the egg whites, add flour, cheese, and seasonings. Shape into balls, and roll in fine cracker crumbs. Fry in deep fat. If desired, the mixture may be dropped from a spoon into the fat without rolling in crumbs.

KRAFT CREAMED EGGS

$\frac{1}{4}$ lb. Kraft Cheese—
 rubbed through grater
6 hard boiled eggs
6 slices toast

3 tablespoons butter
3 tablespoons flour
1 $\frac{1}{2}$ cups milk
 $\frac{1}{2}$ teaspoon salt

1 teaspoon chopped parsley

Melt the butter, add flour, and salt, and stir until well mixed, add the milk slowly, and cook well, stirring constantly. Add cheese, and beat until smooth. Arrange slices of toast on a hot platter, pour a little sauce on each piece, cut eggs in half, and place on toast allowing one egg to each slice of toast. Pour over the rest of the sauce, sprinkle with parsley, and serve at once.



KRAFT CHEESE AND SPINACH ROLL

2 quarts spinach
 $\frac{1}{4}$ lb. Kraft Cheese—
rubbed through grater

1 tablespoon butter
Salt and pepper to taste
Bread crumbs

Cook the spinach in as little water as possible until nearly tender, drain, add butter, and simmer until thoroughly cooked. Finely chop spinach, add cheese, seasonings, and enough bread crumbs to make a stiff mixture. Shape into a roll and bake in a moderate oven until brown, basting occasionally with melted butter and water.

DEVEILED EGGS WITH CHEESE

Prepare deviled eggs in the usual way, adding Kraft Cheese, which has been rubbed through grater, to the yolks ; mix thoroughly until very smooth. This makes a delicious novelty, and adds to the nutritious value of the eggs.

KRAFT CHEESE PUFF

8 slices bread
4 eggs
1 quart milk

$\frac{1}{3}$ lb. Kraft Cheese—
rubbed through grater

Butter thin slices of bread and place flat in baking dish. Between slices put salt, pepper and grated cheese. Beat eggs in milk, pour over bread, sprinkle cheese on top and bake in moderate oven for half an hour. Serve immediately.

SCRAMBLED EGGS WITH CHEESE

$\frac{1}{2}$ lb. Kraft Cheese—
rubbed through grater
 $\frac{1}{2}$ cup cream

8 eggs
1 tablespoon chopped parsley
Salt and pepper to taste

Beat eggs slightly, and add remaining ingredients. Pour into a well buttered skillet, and cook very slowly, stirring constantly so the cheese will be melted by the time eggs are cooked. Serve on toast.

CHEESE AND MACARONI LOAF

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|---|--|
| $\frac{1}{2}$ cup macaroni broken into small pieces | 1 teaspoon each chopped onion and parsley |
| 1 cup milk | 3 eggs |
| 1 cup soft bread crumbs | 1 teaspoon salt |
| 1 tablespoon butter | $\frac{1}{2}$ cup Kraft Cheese—rubbed through grater |

Cook the macaroni in boiling salted water until tender, and rinse in cold water. Cook the parsley and onion in a little water with the butter. Pour off the water or allow it to boil away. Beat the egg white and yolk separately. Mix all the ingredients, cutting and folding in the stiffly beaten whites at the last. Line a quart baking dish with buttered paper ; turn the mixture into it ; set the baking dish in a pan of hot water, and bake in a moderate oven from $\frac{1}{2}$ to $\frac{3}{4}$ of an hour. Serve with tomato sauce.

MACARONI AND VELVEETA

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|------------------------------------|--------------------------|
| 1 cup macaroni, broken into pieces | 1 cup milk |
| 1 tablespoon butter | Salt and pepper to taste |
| 2 tablespoons flour | 1 package Velveeta |
| | Buttered crumbs |

Cook the macaroni in boiling salted water until tender ; drain and rinse in cold water. Make a cream sauce with the butter, flour, milk and seasonings. Add Velveeta, cut in pieces, and stir until Velveeta is melted. Place alternate layers of macaroni and sauce in a buttered baking dish, with sauce for the last layer. Cover with buttered crumbs and bake in a moderate oven thirty minutes.

TOMATO RAREBIT

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|--|--|
| 2 tablespoons butter | $\frac{1}{8}$ teaspoon carbonate of soda |
| 2 tablespoons flour | $\frac{1}{2}$ lb. Kraft Cheese—rubbed through grater |
| $\frac{3}{4}$ cup milk | 2 eggs, slightly beaten |
| $\frac{3}{4}$ cup stewed and strained tomatoes | Salt, mustard and cayenne pepper |

Cook the butter and flour together, stirring, add the milk, and as soon as the mixture thickens, add tomatoes and soda. Add eggs, seasoning, and stir in cheese until melted. Serve at once on toasted wholemeal bread.



BAKED POTATOES AND CHEESE

6 large baked potatoes
 $\frac{1}{3}$ cup hot milk
2 teaspoons salt

$\frac{1}{4}$ lb. Kraft Cheese—rubbed
through grater
 $\frac{1}{8}$ teaspoon pepper

Cut potatoes in half lengthwise and scoop out the centres. Mash thoroughly. Add cheese to hot milk, and beat with egg beater until smooth. Mix with the potatoes, add seasoning, and whip until light and creamy. Refill the potato shells, and bake in a hot oven for 10 minutes.

BAKED RICE AND CHEESE

1 cup rice
4 cups milk
2 tablespoons butter or butter substitute
2 tablespoons flour

$\frac{1}{2}$ teaspoon salt
Pepper to taste
 $\frac{1}{2}$ lb. Kraft Cheese—rubbed
through grater

Put rice in a double boiler, add 3 cupfuls milk, and cook until tender. Make a sauce with butter, flour, seasonings, and remaining milk. Add cheese, and stir until it melts. Butter a baking dish, and arrange alternate layers of rice and cheese sauce. Cover top with buttered crumbs, and bake until brown.

KRAFT RAREBIT

- | | |
|--|--|
| $\frac{1}{4}$ lb. Kraft Cheese—rubbed through grater | 1 cup milk |
| 2 cups stewed tomatoes | 2 tablespoons butter |
| 1 tablespoon finely chopped onion | 2 tablespoons flour |
| 2 eggs | $\frac{1}{2}$ tablespoon salt |
| | Cream crackers or
toasted slices of bread |

Melt butter and add chopped onions ; cook 5 minutes at low temperature. Add flour, mix thoroughly then add 1 cup of milk. Cook 1 minute. Add cheese, stirring until melted. Add tomato to cheese sauce ; also beaten yolks of two eggs and seasoning. Fold in stiffly beaten whites of eggs and bake 30 minutes in moderate oven. Serve on square of toast.

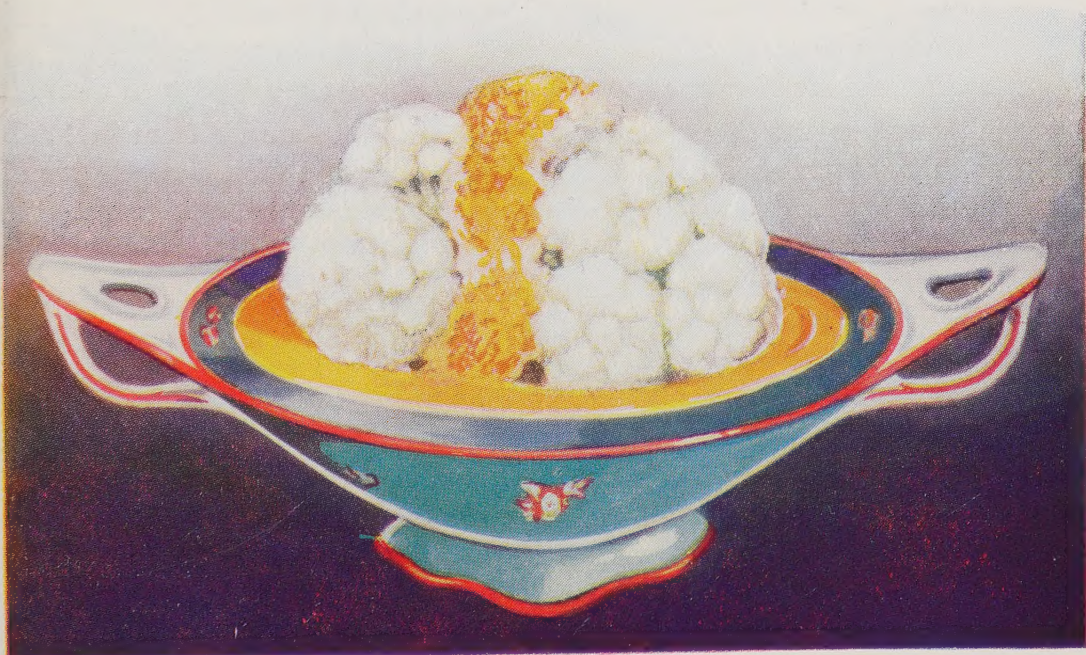
CAULIFLOWER À LA KRAFT

Place a whole cooked cauliflower on a dish for serving. Pour over and around the cauliflower two cups of Kraft Cheese sauce.

KRAFT CHEESE SAUCE

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|----------------------|-----------------------------|
| 2 tablespoons butter | $\frac{1}{2}$ teaspoon salt |
| 4 tablespoons flour | Few grains pepper |
| 2 cups milk | 1 cup Kraft Cheese—grated |

Melt butter in saucepan, add flour mixed with seasonings and stir until well blended, pour on the milk and stir constantly, cook until thick. Then add the cheese which has been carefully grated and cook slowly until the cheese is melted. Additional cheese grated and sprinkled over the cauliflower makes an attractive garnish.



KRAFT CHEESE HAM PIE

$\frac{3}{4}$ lb. cold boiled ham

1 cup Kraft Cheese finely chopped

Place slice of ham in pie-dish, sprinkle with cheese. Repeat this, alternating layers of ham and cheese until ham is used up. Place in hot oven long enough to heat through and melt cheese—about ten minutes. Serve, cutting like pie. Extremely nice served with baked potatoes.

VELVEETA MULLIGAN

$\frac{1}{2}$ cup raw rice

2 cups tinned tomatoes

2 tablespoons butter

1 teaspoon Worcester sauce

4 tablespoons chopped onion

$\frac{1}{2}$ teaspoon salt

1 cup coarsely chopped boiled
or baked ham

$\frac{1}{4}$ teaspoon pepper

1 package Velveeta

Cook rice in boiling salted water ; drain and rinse with cold water to keep grains separate. Melt butter in a skillet, add onion and ham. Cover and cook a few minutes. Add tomatoes and cook five minutes more. Add seasonings and Velveeta, broken into pieces ; cook over very low fire until Velveeta is melted. Add rice, mix well and serve.

KRAFT BAKED CHEESE OMELET

2 cups milk

2 eggs beaten lightly

1 cup Kraft Cheese—rubbed
through grater

$\frac{1}{2}$ teaspoon salt

1 cup stale bread crumbs

1 tablespoon butter

A dash cayenne pepper (if desired)

Scald milk, add grated cheese and stir until melted. Remove from fire, add bread crumbs, butter and salt. Stir in beaten eggs and turn into a buttered baking dish. Bake in a moderate oven about 20 minutes or until crumbs are a golden brown.

KRAFT TAPIOCA RAREBIT

2 cups milk

2 eggs

2 level tablespoons tapioca

$\frac{1}{2}$ teaspoon salt

1 cup Kraft Cheese—rubbed through grater

$\frac{1}{2}$ teaspoon mustard

Add tapioca, cheese and seasonings to milk. Scald in double boiler, stirring until cheese melts. Remove from fire, add well-beaten eggs. Put into buttered baking dish, place in pan of hot water and bake until quite thick, stirring occasionally. This may be served as a meat substitute.

Group No. 2

CHEESE SOUPS AND VEGETABLES COOKED WITH CHEESE

Economical dishes which increase the food value of a simple meal—prepared with Kraft—the wasteless cheese.

Cheese has been called the “wasteless meat food,” because compared to other meat foods it has a negligible quantity of waste, such as bone, gristle, skin, etc. Bulk cheese has a thick rind. But Kraft could be called “wasteless cheese” because it has no waste. There is no rind, no hardened exposed surface, nothing but delicious concentrated goodness to the last morsel.

PAYSANNE CHEESE SOUP

- | | |
|--|--|
| 3 cups meat stock | 2 teaspoons salt |
| 3 tablespoons each of finely chopped carrots, cabbage, and parsley | Pepper to taste |
| 1 tablespoon finely chopped onion | 4 slices of toasted bread |
| | $\frac{1}{4}$ lb. Kraft Cheese—rubbed through grater |

Cook the vegetables and seasonings in the stock ; when they are tender, add the cheese and stir until melted. Serve with slices of toasted bread.

KRAFT POTATOES O'BRIEN

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|--|--------------------------|
| 3 or 4 medium sized potatoes | 2 tablespoons butter |
| $\frac{1}{2}$ small onion | 2 tablespoons flour |
| 1 teaspoon salt | $1\frac{1}{2}$ cups milk |
| 1 cup Kraft Cheese—rubbed through grater | |

Melt butter, stir in flour, add water and milk. Cook two minutes, add cheese and stir until the cheese is melted. Add onion. Place layer of diced potatoes in buttered baking dish, then a layer of sauce, repeating alternately, putting sauce on top. Bake twenty minutes.

KRAFT DUCHESS POTATOES

- | | |
|--|---|
| $\frac{1}{2}$ cup milk | $\frac{1}{4}$ teaspoon salt |
| $\frac{1}{2}$ cup Kraft Cheese—rubbed through grater | 1 teaspoon minced parsley |
| 1 cup cold mashed potatoes | $\frac{1}{4}$ cup buttered bread crumbs |

Scald milk in double boiler, add cheese and stir until cheese melts, add mashed potatoes and seasonings. Beat and put through a potato ricer, then into a buttered baking dish. Sprinkle top with buttered bread crumbs, and bake until brown.



MILK AND CHEESE SOUP

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|-----------------------------------|---------------------------------------|
| 3 cups milk | $\frac{1}{4}$ lb. Kraft Cheese—rubbed |
| $1\frac{1}{2}$ tablespoons butter | through grater |
| $1\frac{1}{2}$ tablespoons flour | Salt and pepper to taste |

Melt the butter, add flour and seasonings, then the milk, and cook thoroughly. Add the cheese just before serving. Serve with diced bread fried in butter.

CHEESE AND VEGETABLE SOUP

- | | |
|--------------------------------------|---------------------------------------|
| 2 cups meat stock | 2 tablespoons butter |
| 2 tablespoons finely chopped carrots | 2 tablespoons flour |
| 1 teaspoon chopped onion | $\frac{1}{4}$ lb. Kraft Cheese—rubbed |
| 1 cup scalded milk | through grater |
| Salt and pepper | |

Cook the vegetables in one-half of the butter for a few minutes, add the stock and simmer 15 to 20 minutes. Make a sauce by using remaining butter, flour, seasonings, scalded milk, and add to the vegetables. Just before serving stir in the cheese, and cook slowly, stirring, until it is melted.

POTATO CHEESE PUFF

3 cups mashed potatoes

$\frac{1}{2}$ cup milk

$\frac{1}{4}$ lb. Kraft Cheese—rubbed through grater

2 eggs

Salt and pepper to taste

Heat milk in a double boiler, add cheese and beat until smooth ; then add to the mashed potatoes. Season the mixture, and add the egg yolks which have been beaten very lightly. Last of all fold in the stiffly beaten whites of eggs, and pour the mixture into a buttered baking dish. Place in a hot oven and bake until firm and brown.

HALIBUT À LA KRAFT

2 cups milk

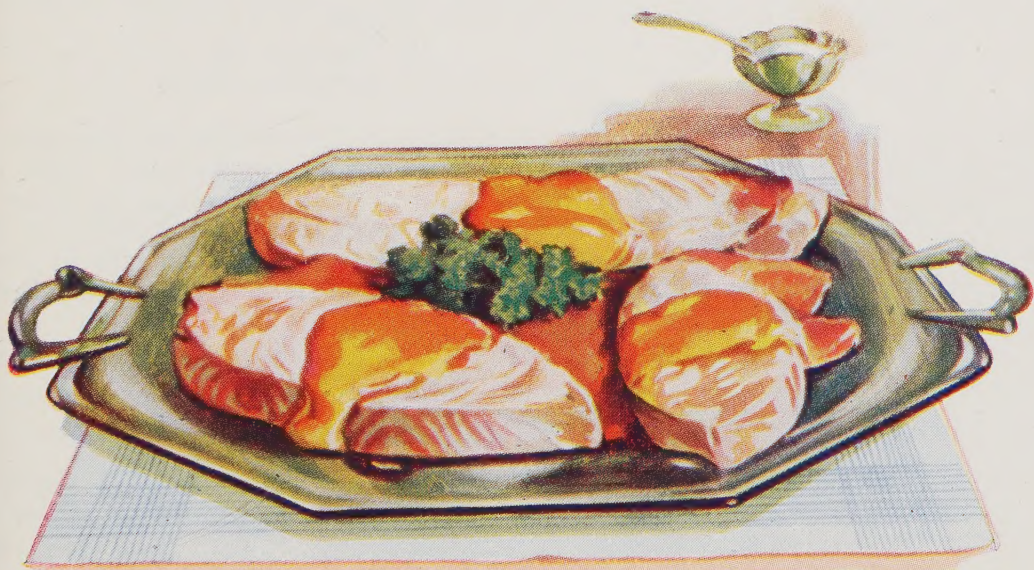
2 tablespoons butter

2 tablespoons flour

Salt, pepper

2 cups Kraft Cheese—
grated

Make a sauce with the milk, butter and flour, seasoning to taste. When thickened, add the grated cheese. Arrange half-inch slices of halibut in a buttered baking dish, pour the cheese sauce around them and bake in a moderate oven until the halibut is tender. Remove the fish to a crystal service plate, surround with the sauce and garnish with parsley.



POTATOES AU GRATIN

1 qt. Potatoes, diced	1 tablespoon flour
1 cup Kraft Cheese—rubbed through grater	2 tablespoons butter
1½ cups milk	Salt and pepper

Make a sauce of butter, flour, and milk ; add seasonings and cheese, and stir until melted. Pour over potatoes, sprinkle with bread crumbs and bake in hot oven until brown.

KRAFT POTATO SOUP

3 medium sized potatoes	1½ teaspoons salt
1 pint boiling water	⅛ teaspoon pepper
1 pint scalded milk	Few grains cayenne
½ small onion	1 tablespoon chopped parsley
3 tablespoons butter	¼ lb. Kraft Cheese—rubbed
2 tablespoons flour	through grater

Cook the potatoes in boiling salted water until tender, put through a strainer or vegetable press, saving the liquid. Add boiling water to make a pint of liquid, stir in the milk which has been scalded with the onion for 5 minutes. Melt the butter, add flour and seasonings ; then the milk and potato mixture. Cook one minute, and strain again. Add cheese, and beat until smooth. Add chopped parsley and serve very hot.

VELVEETA PUDDING

12 slices day old bread	4 eggs
1 package Velveeta	¾ teaspoon salt
2⅔ cups milk	¼ teaspoon pepper

Trim crusts from the bread and lay six slices in the bottom of a square or oblong baking dish, fitting them in to cover the entire surface. Slice the Velveeta and lay it over all the bread. Cover with remaining six slices of bread. Beat the eggs and add the milk and seasonings. Pour this over the bread and cheese, letting it soak into the bread so that all the milk is used. Bake in a moderate oven about an hour, until the custard is set and the bread is puffed up and brown.

SCALLOPED POTATOES WITH CHEESE

Arrange alternate layers of sliced boiled potatoes, and white sauce in a buttered baking dish, season with salt, pepper, and a little chopped onion. Sprinkle over the top a layer of Kraft Cheese which has been rubbed through grater. Cover with buttered bread crumbs, and brown in a moderate oven.

VELVEETA WELSH RAREBIT

- | | |
|------------------------|--------------------------------------|
| 1 tablespoon butter | $\frac{1}{4}$ teaspoon each salt and |
| 2 tablespoons flour | dry mustard |
| $\frac{3}{4}$ cup milk | 1 teaspoon Worcester |
| 1 package Velveeta | sauce |

Melt butter, add flour and milk gradually, cook in a double boiler a few minutes. Add seasonings and Velveeta, broken in pieces. Cook and stir until Velveeta is melted. Serve on toast or cream crackers.

VELVEETA TOMATO RAREBIT

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| 1 tin tomato soup | 1 teaspoon Worcester sauce |
| 1 package Velveeta | Salt, pepper |
| 1 egg | |

Heat tomato soup (undiluted) in a double boiler. Add Velveeta, cut in several pieces and stir the mixture until Velveeta is melted. Add beaten egg and cook a moment, stirring constantly. Season highly and serve on toast or cream crackers.

This is also very good served over timbales made with rice boiled until tender, drained and rinsed with cold water to keep grains separate ; seasoned with salt, pepper, a bit of butter and very little chopped onion or parsley if desired ; packed in buttered custard cups and turned out on a platter when ready to serve.

KRAFT POTATO HOT-POT

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| 1 lb. potatoes | Pepper, salt and mustard |
| 2 small onions | $\frac{1}{2}$ pint stock or milk |
| 5 ozs. Kraft Cheese | 1 tablespoonful bread crumbs |

Peel and slice potatoes thinly. Chop onions and grate cheese. Put a layer of potatoes in bottom of pie dish, sprinkle with the chopped onion, pepper, salt and cheese. Continue with alternate layers until dish is full. Mix a little mustard with the stock or milk and pour over the contents of pie dish. Mix a tablespoonful of bread crumbs with remainder of the cheese, sprinkle over top of hot-pot, cover with greaseproof paper and bake slowly in a moderately hot oven until the potatoes are cooked and golden brown on top.



Group No. 3

CHEESE SALADS, SANDWICHES, ETC.

Keep a supply of Kraft Cheese on hand at all times—then you can prepare these delicious dishes at a minute's notice.

Cheese is a particularly valuable food to the system when served with vegetables, salads, fruits and coarse breads, etc. Coarse foods served with cheese provide the roughage which compensates for the lack of waste matter in the cheese, as cheese is over 95% assimilated by the body.

You can keep a supply of Kraft Cheese in packages on your pantry shelf where it is always available for emergencies, for luncheons, for "between meal" snacks for the kiddies, for a late *bite* after the theatre, etc.

For informal parties, these salads and sandwiches make delightful refreshments that are inexpensive and easy to prepare. Sandwich making is a very simple task with Kraft Cheese because it is so readily prepared. For this reason too, it is a nice cheese to serve with cream crackers or toast.

KRAFT PINEAPPLE SALAD

$\frac{1}{4}$ lb. Kraft Cheese—rubbed through grater	Lettuce
1 tablespoonful salad dressing	Sliced pineapple, mayonnaise

Cream together cheese and salad dressing until very smooth. Roll into balls, place balls in centre of pineapple slice. Serve on crisp lettuce. Mayonnaise may be added if desired.

TOMATO CHEESE SALAD

4 good sized ripe tomatoes	$\frac{1}{4}$ lb. Kraft Cheese
French dressing	Lettuce

Scoop out centres of tomatoes, and fill with cheese which has been diced, and cover with French dressing. Serve very cold on crisp lettuce leaves with cheese straws.

KRAFT GRAPE FRUIT SALAD

Peel grape fruit and remove the pulp, carefully keeping each section whole. Arrange these sections petal fashion on leaves of crisp lettuce. Place a heaped tablespoon of grated Kraft Cheese in the centre. Garnish with a maraschino cherry in the centre, and serve with French dressing



VELVEETA OPEN FACE SANDWICH

Bread

Bacon

Velveeta

Trim crusts from sliced bread and toast under broiling flame on one side. Partially broil one slice of bacon, cut in two pieces, for each slice of bread. Spread untoasted side of bread with thick layer Velveeta, lay on it two pieces of bacon, return to broiler and toast until bacon is done and Velveeta melted.

VELVEETA SPECIAL SANDWICH

1½ cups milk

2 eggs

¼ teaspoon salt

Sliced bread

Sliced boiled ham

1 package Velveeta

Butter

Beat eggs, add milk and salt. Spread each piece of bread with Velveeta and put two slices together with a slice of ham between. Dip the whole sandwich in the egg and milk mixture, coating bread on both sides. Fry on both sides in butter, letting the sandwich brown nicely. Serve at once.

KRAFT VELVEETA CHEESE AND NUT SANDWICHES

Kraft Velveeta Cheese ; work it until smooth, and add a few drops of lemon juice ; season with salt, and pepper ; add either chopped peanuts, English walnuts, or almonds. Spread on thin slices of bread.

CUBAN SANDWICHES

Cut slices of bread very thin and toast on both sides. Place lettuce leaves, and thin slices of Kraft Velveeta Cheese on toast, and sprinkle with chopped nuts, add salad dressing, and cover with remaining slices of toast. Crusts should be cut from bread before toasting as these sandwiches are intended to be eaten with knives and forks.

KRAFT CHEESE TOAST

Remove the crust from slices of bread which have been cut about one-fourth inch thick. Toast bread on one side, and place thin slice of Kraft Cheese on other side ; then place under the broiler until the cheese melts and browns slightly.

CAULIFLOWER AND KRAFT CHEESE SALAD

¼ lb. Kraft Cheese—rubbed
through grater

1 head cauliflower

1 head lettuce

6 tablespoons salad oil

3 tablespoons vinegar

½ teaspoon salt

Cook cauliflower in boiling salted water until tender, drain carefully and cool, taking care to keep the cauliflower whole. When cold arrange on a bed of lettuce, pour over the dressing made by beating together oil, vinegar and salt. Sprinkle thickly with cheese.

CHEESE AND PICKLE SANDWICHES

Rub Kraft Cheese through grater, add a little Worcester sauce, and a few drops of lemon juice ; work until soft and smooth. Arrange lettuce leaves on thin slices of bread, add cheese mixture, and chopped pickles. Cover with a thin slice of bread lightly buttered.

KRAFT CHEESE SALAD

Arrange crisp lettuce leaves in a salad bowl, pour over French dressing, and sprinkle with one-half pound of Kraft Cheese which has been rubbed through grater. Serve very cold. This makes a delicious and attractive salad, and if desired cheese straws may be served with it.

KRAFT CHEESE VEGETABLE SALAD

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| 1 cup cold boiled French beans | 6 tablespoons salad oil |
| $\frac{1}{2}$ cup cooked peas | 2 tablespoons lemon juice |
| $\frac{1}{2}$ cup kidney beans | $\frac{1}{2}$ teaspoon each salt, pepper, and |
| $\frac{1}{2}$ cup Kraft Cheese—rubbed
through grater | dry mustard |
| | 1 tablespoon chopped parsley and
olives |

Make salad dressing by mixing oil, lemon juice, and seasonings. Add chopped parsley and olives. Mix vegetables and cheese thoroughly and marinate with dressing. Serve on very crisp lettuce.

KRAFT CHEESE DRESSING

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|--|------------------------------------|
| $\frac{1}{4}$ lb. Kraft Cheese—rubbed through grater | 1 tablespoon salt |
| 3 tablespoons salad oil | $\frac{1}{2}$ teaspoon pepper |
| 1 tablespoon lemon juice | $\frac{1}{2}$ teaspoon dry mustard |
| 1 teaspoon Worcester sauce | |

Put seasonings into a bowl, mix thoroughly, add the oil, and continue mixing until all ingredients are thoroughly blended, add cheese, and lemon juice. Serve very cold with crisp lettuce.

KRAFT CHEESE SALAD BALLS

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|--------------------------------|------------------------------|
| $\frac{1}{4}$ lb. Kraft Cheese | 1 tablespoon chopped parsley |
| 1 tablespoon chopped chives | $\frac{1}{4}$ teaspoon salt |

Cream the cheese with small quantity of cream or butter, and seasonings ; work until soft, then add chives and parsley, mixing thoroughly. Roll into balls about the size of a walnut, and serve with any salad.

KRAFT CHEESE JELLY SALAD

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|--------------------------------|--------------------------|
| $\frac{1}{2}$ cup Kraft Cheese | 1 cup whipping cream |
| 1 tablespoon gelatine | Salt and pepper to taste |

Soften gelatine in one-fourth cup cold water, add one-half cup boiling water, stir until thoroughly dissolved, add cheese which has been creamed, and set mixture aside to cool. When it becomes somewhat firm fold in the stiffly beaten cream and seasonings, add cheese and pour into either large moulds or individual moulds. Chill thoroughly, and when firm serve on crisp lettuce.



Group No. 4

CHEESE PASTRIES AND SWEETS

These delicacies should be prepared with Kraft—the cheese of supreme quality—to be truly delicious

The following recipes tell you how to make desserts that your family will indeed welcome as a treat. In these delightful, new desserts, you can fully appreciate the remarkably fine flavour of Kraft Cheese.

Kraft Cheese is more delicious than other cheese for several reasons.

In the first place, only the finest grades of cheese are used. These are selected by test. Experts test the cheese for flavour, for butter fat content and for texture, selecting only that which comes up to the established standards of flavour and quality.

The selected cheese is then blended by experts. The blending insures absolute uniformity in flavour, quality and texture.

In buying bulk cheese have you noticed the wide variety in taste and quality? Ordinary cheese, bought in bulk, rarely has the same flavour or consistency.

This never happens in buying Kraft Cheese. Its flavour is always of the same delicious creamy richness.

In Kraft Cheese the colour, texture and taste are always the same whether you bought it last month or last year, and it will be the same this time and next time. This is due to the blending.

Only the finest grades being used, you get a finer and better quality, and always the same.

KRAFT CHEESE BISCUITS

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|---|---------------------------|
| $\frac{1}{4}$ lb. Kraft Cheese—rubbed
through grater | 4 teaspoons baking powder |
| 2 cups flour | 1 teaspoon salt |
| | 1 tablespoon shortening |
| $\frac{2}{3}$ cup milk | |

Mix and sift dry materials, rub in the shortening and cheese, add milk gradually, toss on slightly floured board, roll one-half inch thick, and cut. Place on a baking sheet, and bake in a hot oven 12 to 15 minutes.

KRAFT CHEESE PUFFS

- | | |
|-----------------|---------------------------|
| 2 eggs | 1 cup Kraft Cheese—rubbed |
| 1 cup flour | through grater |
| 1 cup milk | 1 teaspoon baking powder |
| Salt and pepper | |

Beat eggs well and add milk. Sift together flour, baking powder and seasoning ; add to milk and eggs, then add the cheese and beat well. Drop by spoonfuls into hot fat and fry until golden brown. Drain and serve with powdered sugar or lemon sauce.

KRAFT CHEESE FRITTERS

Same recipe as above, only add a cup of chopped apples



CHEESE CELERY STICKS

Cut stalks of celery having deep grooves in them into pieces about 2 inches long, wash thoroughly and place in cold water to become very crisp. Prepare Kraft Cheese by adding salt, a little chopped onion, and parsley. Fill the grooves with this mixture, serve on lettuce leaves with French dressing or as a relish.

KRAFT CHEESE GINGER BREAD

1 cup treacle or syrup	2 cups flour
$\frac{1}{4}$ lb. Kraft Cheese—rubbed through grater	1 teaspoon carbonate of soda
$\frac{1}{2}$ cup sugar	2 teaspoons ground ginger
$\frac{3}{4}$ cup water	$\frac{1}{2}$ teaspoon salt

Rub the cheese and sugar together, add treacle or syrup, place in double boiler, and stir until cheese is melted. Remove to a mixing bowl, and add dry materials (which have been mixed and sifted), alternately with water. Bake in buttered muffin tins.

KRAFT CHEESE STRAWS

Roll pie paste one-fourth inch thick, sprinkle with Kraft Cheese and salt. Fold over several times, roll again and sprinkle with Kraft Cheese which has been rubbed through fine grater, and salt. Repeat the process three or four times, then roll again and cut into strips about one-third inch wide. Bake in a moderate oven, and serve with salad, soup, or chocolate.

CHERRY BALLS EN SURPRISE

Cream together one-fourth pound Kraft Cheese and 1 tablespoonful boiled salad dressing until very smooth; roll into small balls. Stone cherries, cut in halves and cover each cheese ball with cherries, pressing firmly. Serve on lettuce with Mayonnaise dressing.

APPLE PIE WITH VELVEETA

Line a pie dish with pastry, fill with apples, sugar and seasonings in the usual way. Bake without a top crust until pastry is done and apples tender. Remove from oven, cover top with a thick layer of Velveeta forced through a coarse wire strainer; return to oven until Velveeta is melted and slightly browned.

KRAFT CHEESE AND PRUNE SALAD

- | | |
|---------------------------------------|-------------------|
| 15 large prunes | 7 English walnuts |
| $\frac{1}{4}$ lb. Kraft Cheese—rubbed | Salt |
| through grater | Lettuce |
| Salad dressing | |

Wash prunes, soak several hours, and cook slowly until plump, drain, cut a slit in one side of each, and carefully remove stone. Chop the nuts, mix with the cheese and add a little salt ; shape into small rolls, and place a roll of the cheese mixture in each prune. Arrange 3 prunes on each individual portion of lettuce, and serve with salad dressing.

APPLE PIE WITH CHEESE

Make an apple pie in the usual way, and place a layer of thinly sliced Kraft Cheese over the apples before covering with the upper crust. This takes the place of the piece of cheese so often served with apple pie

RAISIN PIE WITH CHEESE

Make a raisin pie in the usual way and place a layer of thinly sliced Kraft Cheese over the raisins before covering with the upper crust.

VELVEETA FONDUE

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|--------------------------------|-----------------------------|
| 1 cup scalded milk | 1 tablespoon butter |
| 1 cup soft stale bread crumbs | $\frac{1}{2}$ teaspoon salt |
| $\frac{1}{2}$ package Velveeta | 3 eggs |

Mix milk, crumbs, Velveeta forced through a coarse wire strainer, butter and salt. Add yolks of eggs beaten until lemon coloured. Mix well, and fold in beaten whites of eggs. Pour into buttered baking dish and bake 20 minutes in a moderate oven.

BROWN BETTY WITH KRAFT CHEESE

Arrange in a deep baking dish, alternate layers of bread crumbs and sliced apples. Sprinkle with brown sugar, which has been mixed with a little cinnamon. Cover each layer of apple with Kraft Cheese, which has been rubbed through grater, and if apples seem dry, add about one-fourth cup water. Cover with buttered crumbs, and bake in a moderate oven about 30 to 45 minutes.

KRAFT CHEESE CUSTARD

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|---------------------------|---|
| 1 cup Kraft Cheese—rubbed | $\frac{1}{2}$ cup cream or condensed milk |
| through grater | 2 egg yolks beaten lightly |
| Salt to taste | |

Place cream and cheese in a double boiler and heat slowly, stirring. Beat until smooth and pour over the yolks of eggs, add seasoning, and bake in custard cups until firm. Serve with jelly or preserves.

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REGD. TRADE MARK